

Appln. No. 10/625,252  
Amendment dated December 4, 2007  
Reply to Office Action mailed October 11, 2007

### **REMARKS**

Reconsideration is respectfully requested.

Claims 1, 3, 5 through 7, 9 through 13 and 15 through 23 remain in this application. Claims 2, 4, 8 and 14 have been cancelled. No claims have been withdrawn or added.

### **Paragraph 2 of the Office Action**

Claims 1, 3, 5 through 7, 9 through 13, 15 through 20, 22 and 23 have been rejected under 35 U.S.C. Section 103(a) as being unpatentable over Roth in view of Kiely.

Claim 21 has been rejected under 35 U.S.C. Section 103(a) as being unpatentable over Roth and Kiely in view of Kamei.

As previously noted, claim 1 requires, in part, "including, by the seller during the occurrence of the sales transaction, at least one of the one or more real-time marketing opportunities corresponding to the winning bid" and "completing the sales transaction between the seller and the customer for the product". Claim 7 requires, in part, "a processor coupled to the network, the processor being configured to: ...include, by the seller during the occurrence of the sales transaction, at least one of the one or more real-time marketing opportunities corresponding to the winning bid" and "complete the sales transaction between the seller and the customer for the product". Claim 13 requires in part "instructions carried on the computer readable medium, the instructions being readable by a processor, and the instructions causing a processor to: ...include, by the seller during the occurrence of the sales transaction, at least one of the one or more real-time marketing opportunities corresponding to the winning bid" and "complete the sales transaction between the seller and the customer for the product".

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In the "Response to Arguments" portion of the Office Action, it is alleged that:

Applicant's arguments filed July 30, 2007 have been fully considered but they are not persuasive. Applicant argues that Kiely discloses the upsell offer only occurring "post-sale opportunity." The examiner disagrees and notes the abstract of Kiely disclosing:

"At or near (emphasis added) the completion of the transaction, transaction details are communicated to the third party upsell server. The upsell server provides an offer directly to the customer. Should the customer accept the offer, an upsell order is processed by the upsell server in a manner that is seamless to the customer."

Clearly, Kiely makes it obvious that the upsell offer can occur before completion of the transaction so that the upsell can be included in the original transaction.

In response to applicant's arguments regarding the rejection of claim 19, the examiner has more clearly indicated the rationale for rejection above.

"At... the completion of the transaction" indicates to one of ordinary skill in the art that the transaction has been completed, and "near... that completion of the transaction" could be after the time of the completion of the transaction, and the discussion of the sale opportunity as a "post-sale opportunity" leads one of ordinary skill in the art to believe that the sale opportunity is "near", but "after" the sale. In fact, nothing in the Kiely patent mentions the possibility that the sale opportunity "near... the completion" is actually before the completion of the transaction, which is the basis of the rejection in the Office Action.

In view of the general language used in the Abstract of the Kiely application, it is submitted that one of ordinary skill in the art would look to the entire disclosure of Kiely to determine what is being disclosed for the Kiely system, and it can be seen in paragraph [0027] of Kiely that the interpretation that "near... the completion of the transaction" includes before the completion of the transaction is not correct. More specifically, paragraph [0027] states (emphasis added):

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[0027] After an order is submitted, but before control of client system 28 is returned to the customer, the present invention implements a mechanism to provide an additional or post-sale offer to the customer. This type of offer is generally referred to as an "upsell." Upsell offers are particularly effective in this instance because: (1) the consumer is in a buying mode; (2) the consumer has already gone through the process of providing their customer information; and (3) profile details, e.g., specific product interests, etc., about the customer are immediately available, thus allowing the vendor to better target products at the customer.

It is submitted that one of ordinary skill in the art, considering this more specific and clear disclosure in Kiely would understand that the Kiely system acts after an order has already been submitted to provide a "post-sale offer", in the words of Kiely.

Further statements in the Kiely patent application clarify that "during the transaction" simply means "before control is passed back to [the] client system". See, for example, paragraph [0028], where Kiely states (all emphasis added):

[0028] To implement the upsell process, the customer is first notified of a post-sale opportunity 32 during the transaction, i.e., before control is passed back to client system 28. Post-sale opportunity 32 may comprise any type of notification to the customer via client system 28 that the customer is being given an opportunity to make an additional transaction. For example, post-sale opportunity 32 may comprise a pop-up window that notifies the customer of a potential special offer, as described later with regard to FIG. 4. Post-sale opportunity 32 can be implemented from an upsell script 24 that is stored on affiliate server 22. Upsell script 24 can be run at any time while client system 28 is still in communication with affiliate server 22, and can be initiated in any number of ways. In the preferred embodiment, the script 24 is inserted into order form 21, and run when customer submits an order back to the affiliate server 22. To implement the process, the script can be initiated or inserted in a "Post Form Process Page"; in an HTML submit button; or as a call to a JavaScript function in the order form's OnSubmit event or the browser's OnUnload event.

It is submitted that one of ordinary skill in the art, considering the statements of the Kiely patent application, would recognize that "during the

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transaction" as used in Kiely means after an order has been submitted by the user. The repeated use of the terms "post-sale offer" and "post-sale opportunity" clearly discloses that the initial sale has been completed, and that the user is being invited to engage in *another* sale transaction. As previously noted, the separation between the initial sale transaction and the "post-sale offer" can dissuade the customer from taking advantage of the "post-sale opportunity", and thus can make the opportunity to present the "post-sale opportunity" to the customer less valuable to the third party, hoping to make the "upsell". In contrast, the claimed invention permits the offer of the marketing opportunity to be taken advantage of during the sales transaction.

It is therefore submitted that one of ordinary skill in the art would not recognize that the Kiely patent application discloses the requirements of "including, by the seller during the occurrence of the sales transaction, at least one of the one or more real-time marketing opportunities corresponding to the winning bid" in the context of claim 1

It is therefore submitted that the cited patents, and especially the allegedly obvious combination of Roth, Kiely, and Kamei set forth in the rejection of the Office Action, would not lead one skilled in the art to the applicant's invention as required by claims 1, 7 and 13. Further, claims 2, 3, 5, 6 and 19 through 21, which depend from claim 1, claims 8, 9, 11 and 12, which depend from claim 7, claim 10, which depends from claim 8, claims 14, 15, 17 and 18, which depend from claim 13 and claim 16, which depends from claim 14 also include the requirements discussed above and therefore are also submitted to be in condition for allowance.

Withdrawal of the §103(a) rejection of claims 1, 3, 5 through 7, 9 through 13 and 15 through 23 is therefore respectfully requested.

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### CONCLUSION

In light of the foregoing amendments and remarks, early reconsideration and allowance of this application are most courteously solicited.

Respectfully submitted,

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